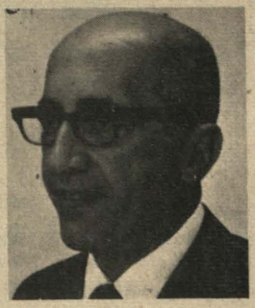
ANNUAL REPORT-1964

City of Campbell

from your

city council



Charles Rose
Mayor

Ralph Doetsch, Jr.
Vice-Mayor

Dr. Edward J. Rogers
Councilman

Robert L. McElroy
Councilman

William S. Smeed
Councilman

DEAR FELLOW CITIZENS

The City of Campbell is on the move. It is the belief of this City Council that at no time in Campbell's history has your city government been so active in widespread and large scale improvements as it is today.

As citizens and property owners, we all have a stake in our community's progress. Consequently, the extent and manner in which the progress is being achieved should be of great interest to all of us.

From a population of 7,662 and an area of 1.46 square miles at the time of incorporation in 1952, Campbell has grown to approximately 24,000 people comprising an area of 4.46 square miles.

The past year was truly a year of accomplishment and progress. The wide variety of progress in 1964 is summarized in this report as are the hopes and goals of 1965 and future years.

Your City Council and staff are most interested in your problems and ideas concerning local public service. Your concern for a better city is our concern. We welcome your participation in this level of government which is closest to you--the people.

. . . *for the development of a better Campbell*

PLANNING

PLANNING COMMISSION--Here are members of the Planning Commission at a regular meeting. Left to right, J. B. Healey, E. M. Stojanovich, Chairman, Thayer Lyons, Frank Klein, Harry A. Lee, Homer H. Hyde. (absent J. A. Tomlinson) Forefront, Evelyn Adamson, secretary.

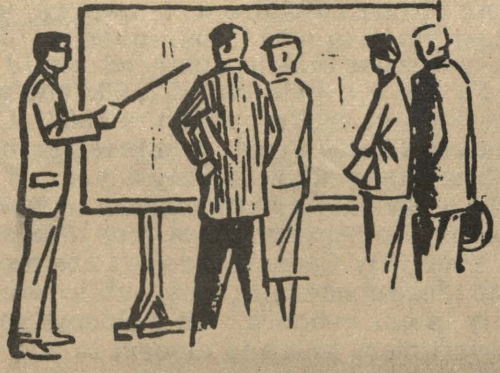
The rapid growth of the City of Campbell in the last few years and the indication that this trend will continue, requires that careful attention be given to planning for orderly development. Policy for the development of the precise plans and order which can best accomplish the objectives of a long-term development program falls to the Planning Commission and City Council.

The Planning Commission, as pictured above in a session, is appointed by the City Council. They serve as an advisory body to the Council in cases of preparation of the General Plan and zoning administration. All decisions of the Planning Commission may be appointed to the City Council.

The present General Plan of the City of Campbell was adopted in 1960. There are many elements of the plan which require reconsideration in the light of new developments, new information and new projections. It is anticipated that work on a new general plan will be initiated in 1965. Work on some elements of the plan has been initiated this year and will be incorporated in the overall revision. Planning studies presently underway are Los Gatos Creek Recreation Plan and the Downtown Re-Development Plan, which includes an off-street Parking Study.

In 1964, the Planning Commission took action on 105 applications in fulfilling its responsibility for routine planning and zoning administration. The opening of the West Valley Junior College, in its temporary location in the former Campbell Grammar School, has been one of the major events of the year. The operation of this school during the time it remains in Campbell will have an important impact on the economy of the City.

Richard V. Hogan
Planning Director



. . . *for the protection of Campbell*

POLICE

John Morgan

The Police Department is responsible for the safety and welfare of the community. The tremendous population growth of the Campbell Area has brought about an increase not only in criminal activity, but also in the request for services by the citizens of Campbell. For the first time since the incorporation of the City, traffic accidents actually decreased over the preceeding year. The Department's training and education program will be expanded with the objective of decreasing accidents in our city. Squad cars maintain preventative patrol on 24-hour basis, and in 1964 drove approximately 263,000 miles.

There has been a 10.3 % increase in criminal activity in 1964 over 1963. The Department handled 4,850 service activities, which included such items as disturbances, prowlers and City Ordinance violations. Approximately 2 1/2 persons, adult and juvenile, were arrested every day throughout the year by the Department for some infraction of the law.

During 1964, the Police Department expanded its training program and continued its efforts to increase efficiency. The Campbell Police Force is composed of 21 full-time officers, one part time cadet and three office personnel. This is further augmented by a 20 man Reserve unit - all voluntary - who receive no compensation for their fine and able assistance.

FIRE

George Maxwell

For the fourth straight year your Fire Department received high honors in the National Fire Protection Association's year-round safety program. We placed second in cities of our population in the United States and 19th in the entire United States and Canada, regardless of population.

The department received 475 alarms, an increase of 14% over the year 1963. Of this total, 70 alarms involved structures, 178 were miscellaneous-type fires and 115 were rescue calls. This year's total fire loss of $60,000 was an increase of 37% over last year with the per capita loss being $2.78. Six people were injured due to fire, but there were no fatalities.

The Fire Prevention division, including the entire personnel of the fire department, participated in 4,072 inspections of homes and mercantile establishments. Forty-seven special programs were presented for various local organizations throughout the current year. Personnel fire training, such as control burns, line laying, ladder work, safety and rescue work, etc., consisted of 2,400 man hours.

With our present staff of 22 regulars and 11 volunteers, it is our desire to serve you, our public, to the best of our ability.

. . . *for administering Campbell's government*

CITY MANAGER

Robert C. Stephens

Under the Council-Manager form of government the Council is the policy-making body and the administering of Council policy is the job of the administrative staff. City Manager Robert C. Stephens, appointed in February, 1964, has guided the establishment of many new and needed programs for the City of Campbell.

1964 has seen the following administrative innovations completed or in process of completion:

1. Establishment of a new budget format and accounting system.
2. Adoption of a Personnel Rules and Regulations and Classification Systems.
3. Reorganization of city departments and offices for greater efficiency.
4. Establishment of a centralized purchasing system.
5. Adoption of Council Policy Manual.
6. Adoption of a Boundary Agreement with San Jose.
7. Establishment of a Central Cashiering System in the City Clerk's Office.

CITY CLERK

Dorothy Trevathan

The City Clerk acts as Secretary to the City Council, and, as such, during the past year attended and recorded all of the City Council's thirty-five meetings.

This office is also responsible for the filing and indexing of all ordinances passed by the City Council. During the past year 45 ordinances, 200 resolutions and various contracts and agreements were passed by the City Council.

The City Clerk's office expects to establish a central receipting procedure in the very near future, wherein some 600 receipts will be validated and recorded, said receipts representing one and three-fourths million dollars in revenue.

CITY ATTORNEY

J. A. Bonacina

J. A. Bonacina is the Council appointed City Attorney who serves as legal advisor to the City Council and Planning Commission in all matters concerning City business. He prepares all legal documents for the City, including contracts, ordinances and resolutions. He also examines all contracts, bid bonds, and insurance policies to make certain that they are properly executed, and that the City's interest is protected.

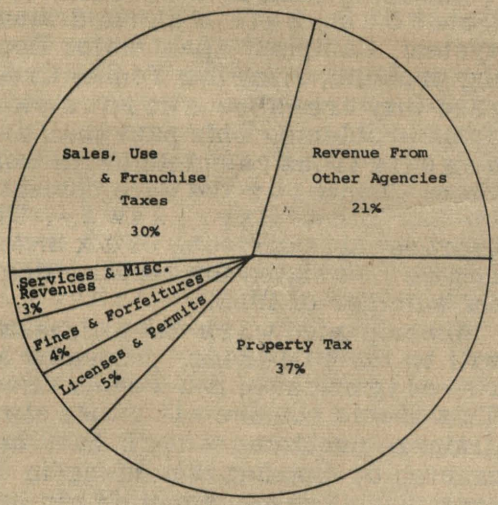
CITY TREASURER

Velma Olds

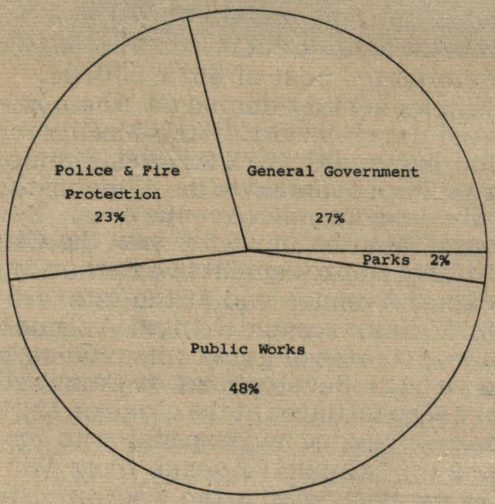
One of the elected officials in the City of Campbell is the City Treasurer, Velma G. Olds. Mrs. Olds' duties are to safely keep all monies coming into her hands, comply with all laws governing the deposit of public funds and the handling of trust funds in her possession, pay out money only on warrants signed by a legally designated person, and to submit a monthly written report and accounting of all receipts, disbursements and fund balances.

. . . *for financing the government of Campbell*

WHERE THE MONEY COMES FROM

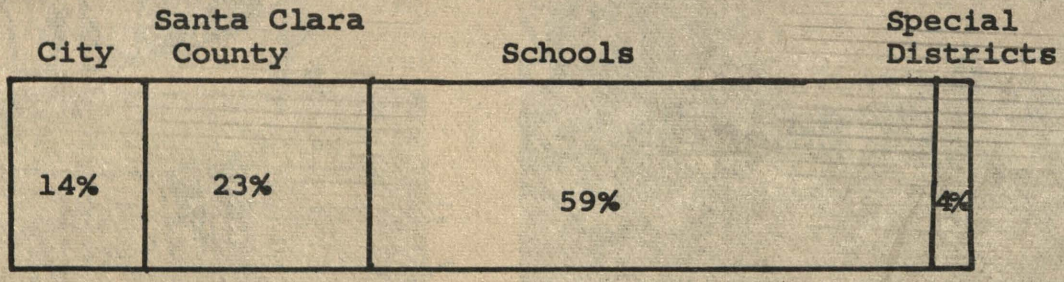

Sales, Use & Franchise Taxes 30%
Revenue From Other Agencies 21%
Property Tax 37%
Licenses & Permits 5%
Fines & Forfeitures 4%
Services & Misc. Revenues 3%

WHERE THE MONEY GOES



Your city business is big business. Campbell's 1964/65 Fiscal Budget is $1.8 Million Dollars--largest in the City's history. Of great importance to you, as a taxpayer, is the fact that Campbell has a balanced budget. In fact, an independent audit showed an excess of $276,423. in revenue over expenses for the year ending June 30, 1964. It is our goal to continue operating on such a sound financial basis in the future.

HOW MUCH *CITY* TAXES DO YOU REALLY PAY?



The above diagram illustrates that only a small portion of your total property tax is levied by the City. The tax bill you receive from the County includes - in addition to your City tax - school taxes, general county tax, flood control tax, lighting district tax, and Bay Area air pollution tax.

. . . *for the improvement of Campbell*

PUBLIC WORKS

Citizens of a community take pride in seeing their city improved. The major responsibility of improving the physical features of the City of Campbell is assigned to the Public Works Department. The past year saw several major projects completed, or in the process of being completed, at an estimated cost of $625,500.00.

Nineteen-sixty-four saw the completed development of the McGlincey Lane Industrial Park Area and major street improvement to the Winchester Boulevard-Camden Avenue Area. The closing months of 1964 saw the City initiating improvements on Esther and Latimer Avenues and at the intersection of Harrison and Central Avenues.

Two projects of great importance to the future development of Campbell were also initiated at the close of 1964. The resurfacing and expansion to four lanes of Campbell Avenue from Winchester Boulevard to the western city limits was started in December, 1964.

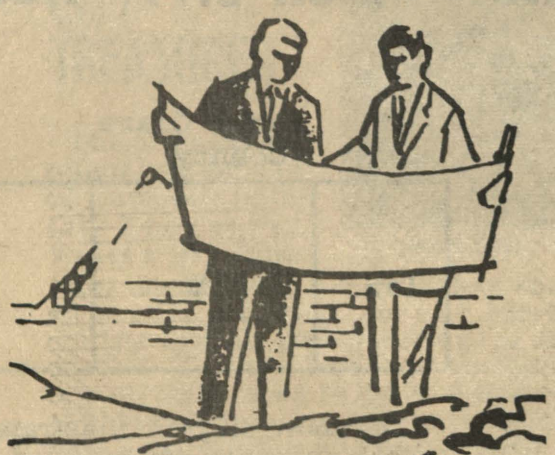
Campbell Avenue is a major traffic artery in the West Valley Area, and its improvement is seen as a major step in improving traffic circulation throughout the City. The other significant major street project to the future of the City is the extension of Hamilton Avenue from Winchester Boulevard to Phoenix Drive. Actual construction on this six-lane major street will begin in April, 1965, with a tentative completion date in July of this year.

1964 also saw the acquisition of a three-acre site on Los Gatos Creek, adjacent to Western Sand and Gravel, for the City Corporation Yard. To keep pace with the growth and new developments, the City acquired several pieces of new maintenance equipment, including a street sweeper and dump truck.

The heavy rains in late 1964 severely tested Campbell's storm drainage system. Campbell's past major flooding problem, along San Tomas Creek, gave City crews few serious storm drain problems. This past year saw negotiations completed with Santa Clara County for the development of the San Tomas Expressway. This expressway, consisting of six moving lanes, is slated for construction in the summer of 1965.

Accompanied with the expressway will be the widening, deepening and re-alignment of San Tomas Creek. This should resolve all future storm drainage problems which have been created by flooding conditions in this area. Utilizing storm drain bond funds, the City constructed $140,000.00 worth of trunk-line storm drains in 1964, including the Campbell, Latimer and Esther Avenues mains.

Thanks to the elecorate's approval of the Storm Drain Bonds in 1959, the up-coming fiscal years will see the completion of a comprehensive storm drainage network that will serve the entire City. The City will consider a capital improvement program in 1965. This program will include the City's future needs for major streets, public buildings and park development.



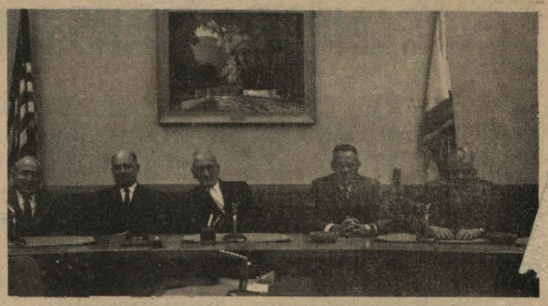
. . . *for the safety and recreation of Campbell*

BUILDING

The Building Department functions to enforce and give information to the public regarding building, electrical, plumbing, heating and zoning requirements. Safety to life, legal responsibilities, fire zone regulations and the appearance of the City of Campbell are of prime importance.

The value of building permits issued to home-owners, commerce and industry, for new buildings and improvements within the City in 1964 totaled $4,859,154.00. Of this amount, almost three and one-half million dollars were spent for commercial, industrial and office uses.

A condemnation program was started in October, 1963. This program is a co-ordinated effort by the Campbell Building and Fire Departments and the Santa Clara County Health Department to upgrade existing sub-standard structures within the City. In 1964, twenty-one condemnation notices resulted in either demolition of structures on the property or repair to the structures.



A total of 5,088 inspections have been made, which included building inspections, condemnations, complaints, zoning and business license violations over the year of 1964.

All Building Department rulings on violations to the building code may be appealed to the five member Board of Housing and Building Code Appeals.

Members of this Board are: Jack Scott, Robert Walker, Glenn DuBois, L.E.(Bill) Means, John Watson and advisory member, Building Official, W. L. Morser.

PARKS & RECREATION COMMISSION

The Parks and Recreation Commission was created in November, 1964 and replaced the old Parks Advisory Committee. The seven member Commission acts in an advisory capacity to the City Council, School District's Administrators and Recreational Directors and Superintendent of Public Works in all matters pertaining to public recreation, public parks and grounds, and to cooperate with other governmental agencies and civic groups in the advancement of sound planning and programming for recreation and parks.

The development of Virginia Park, with the cooperation of the Campbell Rotary Club; and the commencement of Phase II of Campbell Park were two of the major accomplishments in the parks and recreation area in 1964.

With the amending of the General Plan on the subject of development of Los Gatos Creek for recreational purposes, the Parks and Recreation Commission is seen as a guiding force in Campbell's recreational future.

1965 should see a closer working relationship between the City and the Campbell School Districts for public recreational services.

CAMPBELL PARK

VIRGINIA PARK

THE FIRST TWO LINKS IN A FUTURE CAMPBELL PARK CHAIN

. . . for the future of Campbell

CAMPBELL PLANS FOR THE FUTURE

The City of Campbell has passed its infancy and adolescent years and is preparing itself now for maturity.

Nineteen-sixty-five will see the completion of the City's two major street and storm drain projects, the improvement of Campbell Avenue to four lanes of moving traffic, and the improvement and extension of Hamilton Avenue to six lanes of traffic. Existing collector and minor streets will be scheduled on a priority basis for maintenance improvements.

With the cooperation of other governmental agencies the City plans to initiate actions which will result in the beautification and recreational use of the Los Gatos Creek area.

Vital decisions by the City Council and Citizens' Advisory Groups will be made relating to the City's needs for public buildings, parks, public works, and redevelopment of the older sections of the City.

Planning for Campbell's long range future will be the major task of the City Council and interested citizens in 1965. Growth and new improvement results in changes. Change with progress acceptable to both the citizens and the developer will be the greatest challenge to be met in the next five years by the City. We believe we can successfully meet the challenge which will result in a better city.

GUIDE TO CITY SERVICES

City Offices:	
75 N. Central Avenue	378-8141
Public Works:	
161 Grant Street	378-8141
Corporation Yard:	
290 S. Dillon Avenue	378-8141
Emergency Calls:	
Police:	378-8161
	378-8162
Fire:	378-2600
	378-2601

MEETINGS

Council Meetings:	
- Second and fourth Monday of each month	8:00 P. M.
Planning Commission:	
- First Tuesday after first Monday of each month	8:00 P. M.
- Again on Tuesday two weeks after first meeting	8:00 P. M.
Parks and Recreation Commission:	
- Second Thursday of each month	8:00 P. M.

All meetings are held in Council Chambers
75 N. Central Avenue